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Press Release

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Made in Alaska logo now federally registered

(Anchorage, Alaska) — The State's Department of Commerce, Community and Economic Development is pleased to announce the Made In Alaska emblem of the "Mother bear & cub" is now a federally registered trademark. As of September 8, 2009, anyone misusing the logo can and will be charged with federal and state crimes.

Introduced to the public in 1986 by Governor William Sheffield, the Made In Alaska program celebrates more than 20 years of supporting products manufactured within the state. In recognizing locally made products, the State of Alaska authorizes the use of the "Mother bear & cub" logo only to those who have received a permit number issued by the contracting program manager, Webb Consulting. This permit number is registered annually, and assures that the products sold or manufactured were produced in Alaska.

Recognized worldwide, the Made in Alaska (MIA) logo has endured misuse by those attempting to capitalize on its popularity. Over the past several years there has been a steady influx of complaints regarding items such as baskets, masks, totem poles, pocket knives, jewelry, candies and canned salmon using the logo when in fact the products were manufactured elsewhere. These products falsely claiming to be made in Alaska have made their way into gift shops and markets around the world. Some gift shops within this state have even attempted to mislead tourists by printing out the "Mother bear & cub" logo, placing it in a standup sign, and incorporating it in the middle of a display of products made in Taiwan, Indonesia and China.

In an effort to enforce the integrity of the program and increase the penalties for misuse of the MIA logo, the Office of Economic Development worked with the Alaska Department of Law to register the logo with the U.S. Patent and Trademark Office (USPTO). On October 2, 2009, the Office of Economic Development received final confirmation of the logo's federally recognized status.

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